

MORGAN COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	9,645	9,947	9,469	-4.8%	21
Total Non-Ag Employment	1,985	1,890	1,815	-4.0%	25
Non-Ag Avg Monthly Wage	\$2,644	\$2,709	\$2,776	2.5%	13
Per Capita Income	\$30,848	\$31,031	n/a	n/a	n/a
Unemployment Rate*	3.5%	6.1%	6.2%	1.6%	24
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$6,463,998	\$5,754,127	\$5,761,999	0.1%	27
Travel & Tourism Related Employment	127	111	108	-2.7%	27
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$343,233	\$301,547	\$301,356	-0.1%	27
Transient Room Tax	\$3,198	\$5,722	\$6,293	10.0%	29
Restaurant Tax	\$39,758	\$38,096	\$36,682	-3.7%	23
Car Rental Tax	\$7,756	\$6,925	\$6,418	-7.3%	8
Retail Sales					
Gross Taxable Retail Sales	\$73,746,553	\$72,503,848	\$67,556,842	-6.8%	25
REGIONAL VISITATION COUNTS					
Willard Bay S.P.	159,424	304,441	340,645	11.9%	
Antelope Island S.P.	256,901	273,510	285,390	4.3%	
Great Salt Lake S.P.	214,127	213,289	249,085	16.8%	
Rockport S.P.	135,937	137,697	132,415	-3.8%	
East Canyon S.P.	79,731	99,663	83,967	-15.7%	
Golden Spike N.H.S.	39,995	45,334	43,561	-3.9%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r = revised

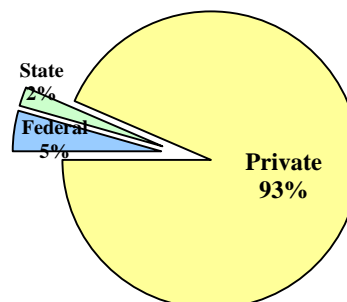
Land Ownership - 2010

Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	389,696	100.0%
Federal Government	17,186	4.4%
BLM	741	0.2%
US Forest Service	16,445	4.2%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	8,080	2.1%
Utah State Parks & Recreation	841	0.2%
Utah State Wildlife Reserves	7,239	1.9%
State Trust Lands	--	--
Other ••	--	--
American Indian	--	--
Private*	364,439	93.5%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

*May include some local government land



Morgan County Tourism Profile

